

## Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 00914 161013Z  
ACTION EA-09

INFO OCT-01 EUR-12 EB-08 ISO-00 /030 W  
-----161017Z 060830 /14

P R 160910Z FEB 77  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 2600  
USIA WASHDC  
AMCONSUL AMSTERDAM  
AMEMBASSY LONDON  
AMEMBASSY PARIS  
AMEMBASSY STOCKHOLM  
AMEMBASSY TOKYO  
AMCONSUL SYDNEY  
AMEMBASSY VIENNA  
AMCONSUL ZURICH

UNCLAS TAIPEI 0914

FOR BIC/OIM/SAD  
BIC/OIM/EA-KELLY

E.O. 11652: N/A  
TAGS: BEXP, TW  
SUBJECT: U.S. HOUSEWARES UNIVERSAL SHOWCASE (U.S.H.U.S.):  
VIDEO/CATALOG EXHIBITION WITH PRODUCT SAMPLES

REF : STATE 027394

1. POST SUPPORTS PROPOSAL REFTTEL TO STAGE SUBJECT EVENT  
AT TAIPEI TRADE CENTER IN SEPTEMBER 1977. AMERICAN-MADE  
HOUSEWARES HAVE GOOD SALES POTENTIAL, AS DEMONSTRATED  
BY RECENT SUCCESSFUL IN-STORE PROMOTIONS HELD BY FAR  
EASTERN DEPARTMENT STORE IN CITIES THROUGHOUT TAIWAN.  
HOWEVER, PARTICIPANTS IN SUBJECT EVENT SHOULD NOT  
EXPECT LOCAL MARKET TO COMPARE IN SIZE WITH THAT  
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OF LONDON, PARIS, TOKYO ETC. IN ADDITION ROC DUTIES  
ON IMPORTED HOUSEWARES ARE GENERALLY VERY HIGH.

2. TTC EXPERIENCE WITH VXCE PROTOTYPE LAST FALL WOULD  
INDICATE THAT TECHNIQUE SUPPLEMENTED BY PRODUCT SAMPLES SHOULD  
BE EFFECTIVE WAY OF PROMOTING HOUSEWARES TO DEPARTMENT STORES,  
IMPORTERS AND OTHER LOCAL BUYERS. TRADE CENTER QUESTIONS

SUFFICIENCY OF LENGTH OF THREE-MINUTES FOR INDIVIDUAL PRESENTATIONS, HOWEVER, AND RECOMMENDS ATTENDANCE OF "INDUSTRY SPECIALIST". NO PROBLEMS ARE FORESEEN RE FOLLOWING: AVAILABILITY OF NECESSARY VTR EQUIPMENT, PROPOSED BUDGET LEVEL, STAGING AND PROMOTION REQUIREMENTS.

3. RE TIMING OF EVENT, HOTEL AND RESTAURANT EQUIPMENT EXHIBITION IS SCHEDULED SEPTEMBER 12-16 AND HOLIDAYS FALL ON 27 AND 28. TTC RECOMMENDS U.S.H.U.S. BE HELD SEPTEMBER 21-23.

4. PLEASE FORWARD ADDITIONAL INFORMATION ON PROGRAM AND TIMING AS SOON AS AVAILABLE.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
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**SAS ID:** 3303229  
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**Subject:** U.S. HOUSEWARES UNIVERSAL SHOWCASE (U.S.H.U.S.): VIDEO/CATALOG EXHIBITION WITH PRODUCT SAMPLES  
**TAGS:** BEXP, TW  
**To:** COM  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
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**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009